

**Annual re-cap of ITRR publications, presentations and other achievements to MT TAC
(10/6/14)**

Publications

- Bicycle tourism providing economic opportunities for Montana. *Montana Business Quarterly*, Vol. 52, (2).
- Travel and Recreation. *Montana Business Quarterly*, Vol. 52, (1)
- Nonresident Values of Montana's Natural Areas, RR 2013-13,
- Buses for Byways: Concept Plan, RR 2014-13
- Comparative Analysis of Resident and Visitor Community Image: Gardiner, Montana. RR 2014-4
- Gardiner, MT - Visitor Perceptions, Image, and Spending, 2013. RR 2014-2
- Gardiner, MT - A Community Tourism Development Case Study: Resident Perceptions. RR 2013-15
- Analysis of Touring Cyclists: Impacts, Needs and Opportunities for Montana. RR 2013-7
- The Beartooth Highway: 2012-2013 Economic Impacts, Use, and Destination Image
- 2013 in Review. RR 2014-1
- Travel and Recreation: The Economics of "We like it here!" Economic Outlook Seminar Book
- Visitor Support for Yellowstone National Park. RR 2014-13
- Missoula Urban Forest Interest Study 2014. RR 2014-9
- Are they NUTS or is it a market to explore? The voice of the multi-day bicyclist." GWTTRA Conference Proceedings
- The Voices of the Beartooth Highway: Destination Image, Economic Impacts, and Place Attachment along a Scenic Byway. GWTTRA Conference Proceedings
- Comparison of Resident vs Visitor Community Image. GWTTRA Conference Proceedings
- Economic Contribution of Nonresident Travel Spending in Montana Travel Regions and Counties: 2012-2013
- Expenditure Comparison of Overseas, Canadian, and Domestic Nonresident Travelers to Montana: 2013
- Montana Nonresident Traveler Expenditure Profiles: 2013
- Montana Nonresident Traveler Expenditure Profiles: Quarter 1, 2013
- Montana Nonresident Traveler Expenditure Profiles: Quarter 2, 2013
- Montana Nonresident Traveler Expenditure Profiles: Quarter 3, 2013
- Montana Nonresident Traveler Expenditure Profiles: Quarter 4, 2013
- Montana Nonresident Traveler Expenditures and Economic Contribution: 2012
- Montana Nonresident Traveler Expenditures and Economic Contribution: 2013
- Montana Nonresident Traveler Expenditure Trends: 2003-2013
- Montana Nonresident Traveler Quarterly Travel Comparison: 2013
- Montana Nonresident Visitation Trends: 2003-2013
- Statewide Nonresident Travel Survey: Survey Methods and Data Analysis
- The Economic Contribution of Summer Season Travel in the Beartooth Highway Region - Nonresident Expenditures
- Resident visitation at NPS sites: Yellowstone, Glacier, and Little Bighorn Battlefield

Survey Kit Reports

- 2014 Spartan race survey Kit Visitor Study
- MT High School Finals Rodeo 2104
- Sanders County Yard Sale 2014
- Red Lodge Rodeo of Champions 2014
- Evel Knievel Days 2014
- Butte Community Survey 2013
- Montana Folk Festival 2014
- Whitefish Legacy Trail Visitor Study
- Dragon Boat Festival 2013

On-going

- Mountain Madness Air Show 2014
- An Ra Ri Irish Festival 2014
- Butte Community Survey 2013

Presentations

- Nickerson, N.P. (2014). Agritourism and You. Presented to the Multifunctional Agricultural workshop, St. Ignatius, MT, January 30, 2014.

- Nickerson, N.P. (2014). Keynote presentation: Outdoor Connections – Perhaps a different Perspective, Presented to NW Outdoor Writers Association, April 25, 2014, Polson, MT
- Nickerson, N.P. (2014). Tourism's economic potential. Presented to the Montana Ambassadors Conference – Transitioning Montana tourists to Montana Investors, Big Sky, MT, March 20, 2014.
- Nickerson, N.P. (2013). ITRR Update and Research Findings. Presented to the Tourism Advisory Council, Glasgow, MT, October 8, 2013.
- Nickerson, N.P. (2014). 2014 Outlook – Tourism and Recreation, Presented to 9 cities with BBER in Helena, Great Falls, Missoula, Billings, Bozeman, Butte, Kalispell, Havre, Lewistown, January-March 2014.
- Nickerson, N.P. (2014). 2014 MT Outlook – Tourism & Recreation. Presented to the Tourism Advisory Council, Missoula, MT, February 3, 2014.
- Nickerson, N.P., Metcalf, E., and Murphy, M. (2013). The Use of Data for Decision Making: A Case Study of the Montana SCORP. Presented to Idaho/Montana Recreation & Parks Associations and Idaho/Montana American Society of Landscape Architects, Coeur d'Alene, ID, September 17, 2013.
- Murphy, M. and Nickerson, N.P. (2013). Montana's SCORP: Data, Trends, and Guidance for Recreation Management for 2014-2018. Presented to the MT Association of Planners, Helena, MT, September 9, 2013.
- Nickerson, N.P., Jorgenson, J., Berry, M., Kwenye, J., Kozel, D. & Schutz, J. (2014). "Analysis of Touring Cyclists: Impacts, needs and opportunities for MT." Presentation at the Bike Walk MT Summit: Billings MT, March 28, 2014.
- Nickerson, N.P., Jorgenson, J., Berry, M., Kwenye, J., Kozel, D. & Schutz, J. (2014). "Are they NUTS or is it a market to explore? The voice of the multi-day bicyclist." Presentation at the Greater Western Travel and Tourism Research Association annual conference: Denver, CO, April 18, 2014.
- Nickerson, N.P., and Berry, M. (2014). Comparison of Resident vs Visitor Community Image. Presented at the GWTTTRA annual conference, Denver CO, April 18, 2014.
- Tanner, M. M. (2014) Nonresident Study: Data Collection and the Visitor Surveyor. Presented to the Montana Governor's Tourism Advisory Council, Missoula, MT, February 3, 2014.
- Tanner, M. M. (2014). Event Tourism: Montana Case Studies through Survey Kits. Presented to the Greater Western Chapter of the Travel & Tourism Research Association, Denver, CO, April 18, 2014.
- Jorgenson, J. (2014). The Steep and Deep: An exploration of winter tourism along the Beartooth Highway. Presented to the Graduate Student Research Conference. University of Montana. Missoula, MT, April 12th, 2014.
- Jorgenson, J., & Nickerson, N. (2014). The Voices of the Beartooth Highway: Image, Impacts, and Place attachment. Presented to the Greater Western Travel and Tourism Association. Denver, CO, April 17th, 2014.
- Jorgenson, J., & Nickerson, N. (2014). Visitor Support for Yellowstone National Park. Presented to the National Park System Tourism Council. September 11th, 2014.
- Grau, K. (2014) Nonresident Travel Survey - Working with and Analyzing the Data, Getting to the Big Numbers: Spending and Visitation. Presented to Tourism Advisory Council, Missoula, MT, February 3, 2014.
- Grau, K. (2013) Economic Contribution of Nonresident Spending in Montana: Producing Estimates of Visitation and Spending. Presented to PTRM 595: Research and Development, University of Montana, Missoula, MT, October, 2013.

Other ITRR accomplishments

- Website Interactive Data: Quarters 3 & 4, 2013; Quarters 1 & 2, 2014. Nonresident data, Trend data: airport deboardings, Amtrak Ridership, National Park System Visitation, Nonresident Expenditures, Nonresident expenditures, Nonresident expenditures by location, Nonresident visitation, Resident Attitudes Towards Tourism, Skier Visits, 4% Bed Tax revenue.
- With help from IT staff, Sherri McWilliams and intensive work from Kara Grau, ITRR has a new website
- ITRR has a new system for finding publications now listed on Scholarworks through the UM library (thanks to graduate student Brian Battaglia for his summer efforts on this project)

Press releases:

- ITRR Study Shows 2013 Was a Good Year for Tourism in Montana, 12/31/13
- More than 11 million nonresidents visited Montana in 2013; spent \$3.6 billion, 3/5/14
- Demand for public transportation to trails, rivers, and lake access sites seen as feasible, 6/12/14
- Nonresident travel spending contributes to northwest Montana counties and travel regions, 8/8/14
- Missoulians value city's public trees 7/17/14
- Montana's Potential for Cycle Touring: An Untapped, Emerging Tourism Market, 1/15/14